

9 Email Marketing KPIs to Measure Your Email Marketing Campaigns Success

How do you know that your campaign efforts are paying off, and most importantly, what can you do to get the results you want?

Simply put: by using email marketing KPIs!

KPIs or performance indicators are like "your on-board computer," which shows you moving in the right direction or away from it.

We'll show you 9 KPIs for email marketing that you should monitor in your campaigns by the end of this article.

One thing to keep in mind: in this article, we will not address the average values (benchmarks) for these indicators because they vary depending on the niche, the stage in the funnel, etc.

Let's start with the first one.

1. Email Open Rate

This is the percentage of subscribers who open an email sent by you.

How do you calculate the email open rate?

Opening rate = (no. Emails open / no emails sent) x 100

Do not worry! Email marketing platforms provide you with this indicator (and the next ones we will talk about) without manually calculating it every time.

How do you improve the open Rate?

✓ Personalize the sender's name

Instead of naming the company, try a more personal version, such as "Stephan from Monetize.info" instead of "Monetize.info." People tend to respond better to people than to impersonal companies.

✓ Segment your list and use a relevant copy for each segment

It is one of the essential email marketing activities that often get little attention. Yes, sending the same newsletter to the entire subscriber list is more convenient. However, people will not open the email unless they consider it relevant. A generic approach leads them to conclude, "It's not for me / I'm not interested."



Segmentation criteria include:

- geographical location
- age / sex
- buying behavior: added to cart vs. customers on first order vs. customers with two or more orders
- categories of products purchased
- degree of involvement: subscribers who have opened the last five emails vs. subscribers who have not opened the previous five emails

Our recommendation is to segment your list according to the criteria relevant to your business and adapt the communication (both in the title and in the body of the email) according to the respective list segment. If the Segmentation is well done, it becomes much easier to test various title or text variants for your message.

You will see increases in the opening and clickthrough rates, especially conversion rates.

✅ Update your list

The opening Rate of your emails decreases, even more, when there are contacts in the list that no longer interact with messages received for more than a few months. They have either lost interest, are no longer using the address, or are no longer part of your target audience.

That's why once every 4-6 months, it makes sense to clean up the list and remove contacts that are no longer relevant. This way, you also save money on your monthly email marketing platform subscription. You no longer have to pay extra for contacts that no longer interact with you at all.

However, before doing the subscriber filtering action, run an activation campaign. In short, you are updating why you should stay on the list and make a special offer (win back). Also, instead of sending a single reactivation email once, allow a time-out for this campaign to resend contacts who didn't open it for the first time or test a few new titles or submission times.

Note: Make sure you follow the GDPR rules in this process.

Then delete the contacts that no longer react and segment the remaining contacts.

✅ Timing matters

According to a study by Campaign Monitor, the best days of the week are Tuesday, Wednesday, and Thursday, and the best time would be between 9-11 am.

But it is not a general rule. We also had cases where the opening rate was better around the afternoon.

So, test several hours and days a week to see exactly which of them has the best email opening rate.

✅ Persevere



This means sending the email again but only to those who did not open it. This way, you will have the opportunity to test another day, another hour, and increase your opening rate considerably.

2. Click-through Rate

It is one of the essential email marketing KPIs. This is the percentage of subscribers who click on one or more of the links included in an email sent by you.

How do you calculate the clickthrough rate?

Clickthrough rate = (total number of clicks or single clicks/number of emails delivered) x 100

Ex: You sent an email that reached 5,000 subscribers. In total, you had 50 clicks on the email link. Clickthrough rate = $50/5000 \times 100 = 1\%$

The clickthrough rate shows a higher and more explicit interest in your content/products than the opening rate.

How do you improve the clickthrough rate?

✓ Set a clear goal for your message

Too many calls to action (CTAs) can confuse the potential customer or force them to choose only what is convenient for them (and not necessarily suitable for you).

Test with a single call to action (CTA). There are cases where this is not possible. For example, send a newsletter with 4-5 links in total. It would be preferable to prioritize the essential links in the first part of the message and observe / test which links bring better results.

The call to action must also be clear and convincing. Avoid the clickbait that misleads the reader and delivers something other than what you initially promised. If you lose the reader's trust, you may receive the initial click, but you will see lower click (and conversion) rates.

✓ Delivers an excellent reading experience

This involves several activities:

- creates "airy" emails that are easy to scan, without large blocks of text that seem hard to read
- use short or at most medium-length sentences
- make the message very easy and enjoyable to read on your mobile
- uses well-sized images that look great on both mobile and desktop

✓ Segment & Customize



Segmentation is one of the essential email marketing strategies. Your subscribers will be more inclined to click if you've done the proper Segmentation and customized the message for that list segment.

When we say personalization, we don't just mean using tags like #[FNAME]# or #[LNAME]# (you can test to see results with or without them). Instead, we insist on creating a message that will make the customer feel that they are being addressed. Use direct rather than impersonal addressing and follow the tone of your brand's voice.

✓ **Copywriting, copywriting, copywriting**

Email is an excellent way to apply copywriting techniques. However, they must be used in context, taking into account the interests and specifics of the list of subscribers.

Some useful suggestions:

1. Tests various emotional triggers: Emergency, Rarity, Reciprocity, etc
2. Creates the slippery "slope" effect
3. Conversion rate
4. ROI
5. Bounce Rate
6. Unsubscribe rates, in conjunction with spam complaints
7. List Growth Rate
8. Commitment (Social Shares + replies + forwards)
9. Deliverability rate

3. Conversion Rate

As the name suggests, the conversion rate is the percentage of subscribers who clicked on one or more email links and completed the desired action (e.g., filling out a form or purchasing a product/service).

This is one of the most common email marketing KPIs that marketers and entrepreneurs look for.

How is the conversion rate calculated?

Conversion rate = (total number of subscribers who completed the action / total number of delivered emails) * 100

Ex: 500 people who bought your product / 10,000 emails sent * 100 = 5% conversion rate for your campaign.

Unlike the opening and clickthrough rates, the conversion rate is an email marketing KPIs that most marketers or business owners look at. In other words, it is the metric that can tell the difference between a successful campaign and a less successful one in terms of results.



How to improve your conversion rate?

✓ Conveys emotion through the benefits of the product/service

I have noticed in the market, especially among entrepreneurs, that sometimes they emphasize the features of the product/service and not on its benefits.

After all, you're not just selling the product; you're selling the solution, the experience, and the excitement of your product or service.

Include in the title or even in the body of the email the solution/emotion that your product or service conveys. Make things as personal as possible, so the customer will resonate more with what you sell and take action.

✓ Segment your subscriber list

Have you heard the phrase "The right man at the right time"?

We would say, "The right email for the right people."

You can create the best email with the best title and the best CTA, but if your email doesn't reach the right audience, the whole effort was in vain.

Subscriber segmentation is one of the essential things you need to increase your conversion rate.

When I talk about Segmentation, I mean dividing them into different categories.

For example, you can segment according to the number of purchases, the average value per basket, or the buying behavior in a specific time interval (1-3 months, 3-6 months, etc.).

In other words, the more you segment your subscriber list and the more specific your message is to each segment, the higher the conversion rate.

✓ Test, test, test

There is no recipe for success or a perfect plan that works every time.

It is essential to test as much as possible, from changing different title variations to changing the graphic elements (banners, pictures) in the body of the email or even the message itself.

Only then will you be able to figure out what works best for you and your audience.

4. ROI (Return on investment)

The ROI is the percentage obtained from division no. of the total sales obtained following a campaign. Total investment.



How to calculate the ROI of your email campaign?

$$\text{ROI} = \frac{[(\text{total campaign sales} - \text{initial campaign sales}) / \text{amount invested in the campaign}] * 100}{100}$$

Here is a simple example: 1,000 euros total sales from the campaign - 100 euros initial sales from the campaign / 100 euros the amount invested in the campaign * 100 = 900% ROI from the campaign

How valuable is this KPI?

Well, from my point of view, by calculating the ROI, you can find out if E-mail Marketing works (generates sales) for your department or company.

How do you improve it?

✓ Segmentation is sacred

As with the conversion rate, Segmentation of the subscriber list is crucial.

Think of it this way: Let's say you're alone on a desert island and you have only one way to save - sending a single rescue message. What are you doing? Do you send empty messages by a simple SOS?

Or are you sending a targeted message to someone you know who knows they're coming to save you?

That's the way it is with Segmentation - Stop sending specific messages to the entire subscriber list, hoping someone will buy. Segment your list according to the behavior and details of the subscriber (active, inactive, demographic details, etc.), so you can think of the message as specific as possible.

✓ Optimize mobile content

Today, more than half of all emails are open and read from your phone.

Most of us are on the move, on the way to work or home, and the fastest way to communicate is with a simple cell phone.

So, optimize the text and the graphic part of the email to be easily read on your mobile.

✓ Includes Videos

Wistia did a test that included videos in the thumbnail, leading to a 22% increase in clickthrough rate = higher ROI.



They noticed that people were more tempted to press the play button than look at a simple image.

This further confirms that information is "consumed" quickly, and people have less and less patience.

5. Bounce Rate

Bounce rate is another KPI for email marketing that you need to pay attention to. This is represented by the percentage of email addresses where our message was not delivered due to email providers (e.g., Yahoo, Gmail, etc.)

The bounce rate is divided into two categories:

- **Soft Bounce** - These are usually emails that "return" due to situations such as attachment too large or the recipient's inbox being full.
- **Hard Bounce** - Represents invalid emails (domain name is incorrect or does not exist)

How is the bounce rate calculated?

The calculation is straightforward - The total number of emails bounced / The total number of emails sent.

How Do You Reduce Your Bounce Rate?

✅ Check and keep the subscriber list clean

The chances are that the old addresses you have registered have not been active for some time.

Try to visually check for invalid email addresses and remove them from your list, so you'll keep a fresh and active list of subscribers.

✅ Avoid SPAM emails

A global study shows that approximately 45% of emails sent are SPAM.

What does this mean?

Well, it seems that almost half of the emails we receive contain promotional messages like - "BUY NOW," "Make money fast and secure," etc.

I recommend that you avoid such messages in your text as much as possible, at least in the title area, so you risk your email getting directly into SPAM.

✅ SHOW UP!



I know it may sound cliché but send regular email campaigns. Get as close as possible to your audience.

What do I mean by that? It's getting to the point where your subscribers are waiting and anticipating your messages. If you keep your subscriber list active, your emails will go straight to where they need to be - in the inbox.

Of course, this requires patience, creativity, and consistency.

6. Unsubscribe Rate, in conjunction with spam complaints

Unsubscribe rate - is the percentage of people who unsubscribe from your email campaigns. Spam complaints are reports subscribers send against emails they no longer want to receive in their inbox.

How is it calculated?

Unsubscribe rate - (total number of people who wanted to unsubscribe / total number of emails sent) * 100

For example, if you send 3,000 emails and 20 of your subscribers choose to unsubscribe, you have an unsubscribe rate of 0.6%.

Spam complaints - (total number of people who reported your email as Spam / total number of emails sent) * 100

Let's say you sent 5,000 emails, and five people reported your message as spam, which means you have a Spam complaints rate of 0.1%.

How do you reduce your Unsubscribe rate and Spam complaints rate?

✓ Set expectations from the beginning

When you were little, your parents probably told you to keep your word.

Well, that's the way it is in email marketing - if you say you're going to do something, keep your promise.

In our case, if you send in the title of the email that you offer X% discount on a specific product, and the person who enters the site does not find or does not see that discount, most likely you have lost his trust forever.

So, when you want to send a message (discount, promotional offer, gift, etc.), it would be good to ensure that your subscribers receive what you promised them.



✓ Use a combination of one or two validation methods

To better understand what I mean, let's better "dissect" the two terms above:

Let's say the services you sell are based on a monthly subscription.

One validation method is when a person who bought the subscription does not confirm the purchase.

Two validation methods - is when the person who bought the subscription receives another additional step, that of confirming its payment.

Even though most people say it is better to have two validation methods, some do not click on the confirmation link out of convenience. Try a combination of the two and see what works best for your audience.

✓ Ask "Why?"

Nothing compares to direct and honest customer feedback.

He simply asks, "Why?"

As a practice, you can send a follow-up email immediately after pressing the unsubscribe button.

Ask the person to tell you in a few words what caused them to "stop being with you," this will help you fix the mistake or simply keep it in mind for the next subscribers.

7. List Growth Rate

This metric helps you see how fast your subscriber list grows.

Why is the list growth rate important?

A growing list of subscribers will help you maintain the health of the list and contribute to the overall success of this channel's marketing efforts.

How is it calculated?

List Growth Rate = (total number of new subscribers - total number of unsubscribed for a period of X time) / total number of current subscribers * 100

How do you improve it?

✓ Offer something for free / Organize a contest



An excellent way to grow the list is to organize a contest, a giveaway, or just to offer something for free. People still interact well with such methods, and this will cause them to leave their email addresses.

✓ **Use social proof elements**

Highlight those trustworthy items.

For example, if you have just reached the 5,000 subscriber threshold, use this and convey this in your messages. People still need to be part of a community or group.

✓ **Keep it simple**

Do not complicate the subscription process. Don't try to mislead the visitor with different fonts or colors, or worse, go through all sorts of "stages." As I said above - Keep it simple! - Always work

8. Commitment (Social Shares + replies + forwards)

These email marketing KPIs are generally ignored when it comes to the performance of email marketing campaigns. Still, they are critical indicators of how valuable the email you send to the customer is.

- **Social Shares** - These are distributions on social networks
- **Replies** - These are messages that come from subscribers in response to sent campaigns
- **Forwards** - These are email distributions of subscribers to others

How do we calculate it?

- Social Shares = $\text{no. total people who clicked on "share this" or "share this" / total number of emails sent} * 100$
- Replies = $\text{total number of unique replies / total number of successful emails} * 100$
- Forwards = $\text{total number of forwards / total number of emails sent} * 100$

How do you improve them?

✓ **Emphasizes a clear and strong CTA**

Provides clarity in your call to action. It is important not to mislead the reader. What is the purpose of replying to you or sharing on Facebook?

Make this clear and see how people react to these initiatives.

"Sell without selling"



Yes, you read that right - "Sell without selling" - Give value first

Instead, it always provides quality, valuable, or even funny information in some cases for your subscribers.

Depending on your audience, you can try to build emails in the form of storytelling, informational, or even with a dose of humor.

People resonate more with this entertainment area (without selling on the face)

✓ Provides a dose of UNIQUE

Most of the emails we receive look the same. Even I receive such messages. I don't even read many of them...

My recommendation is to provide a dose of uniqueness in every email you send.

Be creative, don't try to copy.

For example, I have a folder that saves every email I like. When I feel like I've "forgotten my inspiration at home," I take a look there. I analyze and try to develop new ideas to implement for my clients.

9. Deliverability rate

As the name implies, it is the Rate of delivery of emails in subscribers' inboxes.

How do you calculate the deliverability rate?

Deliverability rate = $[(\text{total number of emails sent} - \text{total number of emails that bounced}) / \text{total number of emails sent}] * 100$

How do you improve it?

✓ Take care of your IP

Even if we, the business or marketing people, are not so much oriented towards the technical area, it is good to understand some aspects that will help us in the marketing campaigns.

In short, IPS filters are designed to protect you against SPAM emails.

How do we make sure our subscribers receive our inbox messages?

The first phase is to send campaigns as segmented as possible, i.e., send emails to only a part of the subscribers.

I recommend that you do this gradually until you finally get to the whole database.

✓ Check the provider's reputation

It is essential to do a little research before choosing the provider with which to choose to send your campaigns.

Information such as How well known is the market? What feedback does he have? Is it suitable for my database? These are just some of the questions you can ask yourself before deciding.

✓ Check, Check, Check

Check your subscriber list regularly.

For example, if you've completed a giveaway and collected an email database, it's a good idea to check those addresses thoroughly.

A good practice you can do in the future is to add additional filters when someone enters the contest. This will help you segment the list more efficiently and have an active and "clean" list.

Conclusion

In conclusion, our recommendation is to check and analyze each email marketing KPIs for your email campaigns. They will help you follow the process closely to develop new ideas or tactics where appropriate.

Need help with email marketing?

I'm **Daniel Stanica**, and I've helped over **50** website owners to make more money with their sites.

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